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ABSTRACT OF THE DISCLOSURE

An apparatus and method for assembling to an automotive wheel an overlay composed of a solid plastic panel member that is directly attached to the surface of the wheel. In one aspect, an intermediate positive fixing element is provided for temporarily positioning and securing the overlay to the wheel during an interval in which a slow-curing, high strength adhesive that permanently adheres the overlay to the wheel is allowed to cure. An interrelated aspect involves the selective placement of adhesive between the overlay and the wheel so as to improve the overall manufacturability, performance, and consumer-perceived quality of the resulting wheel assembly.